

Executive Committee
June 12, 2008

- Introductions
- Review officer responsibilities
- Who in different regions that COSPRA should reach out to?
 - Would like to reach out to DPS and Jeffco to have them participate in COSPRA
 - Northern – Look into opportunity at including Wyoming – Other small districts don't have communication person for – big districts are involved with COSPRA – Big districts could partner with small districts
 - Western – summit county – would like to research and talk with surrounding districts to see if they are interested in joining –
 - Southern – People aren't involved – need to find people to engage them – make it worth their time. Make personal phone calls to invite – personal touch

- If someone needs help getting other districts involved contact Joe.

- Website – Regional VPs want to update their own site, they can – Matt can train VP's if they want to learn.

- Invite members to Executive Committee to take part in meetings - minutes go to all COSPRA to share what is going on (transparent communication)

- 2 VP at large is assigned duties by president – Joe has assigned the 2 VP at large these duties: Communications Excellence Awards Program and Annual Conference.

- Timeline
 - October – Annual Meeting
 - April – Awards reception
 - What will that look like?
 - How would you attract Superintendents?
 - Want to include Superintendents and invite them to the ceremony
 - Knowing that other Superintendents coming might draw more in
 - Knowing that their peer is being recognized
 - Develop Superintendent of the Year – communicator award

- Budget
 - Regional budget - \$12 per person in region –
 - Is there a regional budget – only one COSPRA budget not divided out by regions
 - Executive Committee determines allocation of dollar amount for regional budget

- Would like to see the organization be financial stable for the long run
 - Worried that we keep decreasing the budget and not making money year after year. Don't like the fact that we spend the money without replacing it year to year
 - Brainstorm ideas to bring in revenue
 - We could increase enrollment and advertise to PR businesses – outside of education –
 - Speakers going out to speak and charge to bring in revenue
 - What is the overall focus for the budget?
 - Increase overall budget?
 - Need to set goal – why?
 - Are we ok with just maintaining?
 - Are we ok with losing money every year?
 - Always want to grow – allows you do more /more options
 - Revenue generating ideas will include membership fees going up
 - Would like to see if we increase membership want to make sure that there is an increase in benefit to members
 - Possibility of survey members to see what they want to see out of their membership – justify membership increase
 - Set budget and clear expectation for Conference and Awards
 - Issue is that we have a large pot of money but Regional budget is really small
 - Look at increasing regional budget to beef up regional meetings
- Regional meetings – Sept. talk about campaigns
 - Specialized meeting – fee for guest
 - Mission/Vision stays the same
 - Brain Storm Goals for the year
 - Identify members' values and expectations for membership and the current satisfaction level
 - High quality professional development based on values of members
 - Create revenue generating opportunity to meet a percentage of growth
 - Influence education leaders to understand the value that COSPRA brings to strategic communication
 - Influence education leaders to value and promote the growth of strategic communication in statewide
 - Goals
 - We will provide benefits and services that enable COSPRA and its members to positively influence attitudes and public education in Colorado
 - Conduct a survey to identify members' values and expectations for membership as well as their current membership satisfaction
 - Provide high quality professional development regionally and state wide.
 - Each region conducts each regional meetings

- Annual conference
 - Active use of COSPRA directory and list serve for advice and council
 - Develop long term revenue opportunities for organizations
 - Establish a comprehensive budget
 - Analyze existing revenue streams
 - Communications award contest entry fees
 - Conference registration and sponsorships
 - Membership dues
 - Establish professional development fees for non-members
 - Influence education leaders to value and promote the growth of strategic communication in statewide.
 - As a representative of COSPRA present at other organizational meetings such as CASE, CASB
 - Consult communication professionals from state-wide educational organizations to develop a partnership
- Possible measurements of success increase of Communication Professional to Superintendent advisory council
- Regional meetings have evaluations at end of meeting to measure satisfaction of meeting
- Next Steps:
 - Jennifer – puts together survey for members’ satisfaction – survey goes out July 14 - 29
 - Go over survey results at next meeting
 - Revenue building brainstorming
 - Joe – Develop Draft Strategic Plan
 - Damon – breakout expenses and revenue of annual conference/ membership dues/ Communication award contests and history of COSPRA budget
 - Decide if we are raising membership rate

Next meeting:

Thursday July 31
 9:00 am – noon
 Redstone Elementary
 9970 Glenstone Circle
 Highlands Ranch, CO
 303-387-7300